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| [PTO Today](http://cl.exct.net/?ju=fe2715717667067a731d78&ls=fdf01277756000747d1d7075&m=fefa1274756201&l=fe8e16737260037a76&s=fe261672776d007b731175&jb=ffcf14&t=) |
| |  | | --- | | [Free Parent Express Email](http://cl.exct.net/?ju=fe2615717667067a731d79&ls=fdf01277756000747d1d7075&m=fefa1274756201&l=fe8e16737260037a76&s=fe261672776d007b731175&jb=ffcf14&t=)    |    [Topics A-Z](http://cl.exct.net/?ju=fe3715717667067a721470&ls=fdf01277756000747d1d7075&m=fefa1274756201&l=fe8e16737260037a76&s=fe261672776d007b731175&jb=ffcf14&t=)    |    [Back2School Program](http://cl.exct.net/?ju=fe3615717667067a721471&ls=fdf01277756000747d1d7075&m=fefa1274756201&l=fe8e16737260037a76&s=fe261672776d007b731175&jb=ffcf14&t=)    |    [Yellow Pages](http://cl.exct.net/?ju=fe3515717667067a721472&ls=fdf01277756000747d1d7075&m=fefa1274756201&l=fe8e16737260037a76&s=fe261672776d007b731175&jb=ffcf14&t=)   |    [Register Officers](http://cl.exct.net/?ju=fe3415717667067a721473&ls=fdf01277756000747d1d7075&m=fefa1274756201&l=fe8e16737260037a76&s=fe261672776d007b731175&jb=ffcf14&t=) | |
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**Why Name Tags Are Good for Your PTO or PTA**Name tags are huge. Yep, name tags.  
  
If you're a PTO leader, then you probably know most of the key players at your school -- the principal, your fellow officers, the teachers, the most-involved parents. For you, attending events and meetings is a comfortable thing.  
  
But what about the brand-new attendee just checking you out? Do you think she feels the same way? For her, attending the first meeting is like going to sit at the cool kids' table in the high school cafeteria. The new kid feels intimidated and not part of the in crowd (even if the "cool kids" in this equation are a bunch of really nice moms who love new volunteers). The people in the in crowd know each other and have all these customs that are foreign to the new kid.  
  
That's where name tags -- or at the very least, taking time every time for introductions -- come in. Even if your regulars think that introductions are a waste of time, it makes a huge difference even if you have just one newbie. Your goal is to make all of your efforts as welcoming as you can for new parents; aren't those the parents you have the most trouble attracting (and keeping)?  
  
We have several really good articles and columns about welcoming new folks to your group. I think it's one of the most fundamental traits of a thriving parent group.